

# e-Media Kit

GET CONNECTED TO THE INDUSTRY'S MOST HIGHLY-DESIRED AUDIENCE

Pharmaceutical  
Technology®

**Pharmaceutical  
Technology®**

*[www.PharmTech.com](http://www.PharmTech.com)*



# Contents

## Electronic Suite of Opportunities

- Usage Profile
- Website Advertising
- Web Video Ads
- Whitepaper Lead Generation
- e-Newsletters
- e-Solution Broadcast
- Podcasts
- Webcasts
- Online Rate Card
- Contact Information



# Usage Profile

## Pharmaceutical Technology's e-Audience

As the industry's most authoritative source for more than 30 years, *Pharmaceutical Technology's* online audience is comprised of a cross matrix of professionals including next generation as well as seasoned leaders, senior to executive professionals in R&D, engineering, manufacturing, and operations of pharmaceutical and life science organizations. *Pharmaceutical Technology's* e-audience is comprised of magazine readers and global professionals who have requested to receive information and its e-newsletters.

## Demographic Profile Representation

### BUSINESS AND INDUSTRY

Pharmaceutical Manufacturing .....50%  
 Biopharmaceutical Manufacturing .....15%  
 Pharmaceutical Development .....9%

### JOB FUNCTIONS



## Usage Profile

PHARMTECH.COM WEBSITE	
Unique Visitors	20,800*
Total Page Views	97,900*
Average Time Spent on Site	7.4 min.
e-NEWSLETTERS	
<b>ePT</b>	
Number of Subscribers	33,000
<b>Sourcing &amp; Management</b>	
Number of Subscribers	50,000
<b>Equipment &amp; Processing Report</b>	
Number of Subscribers	25,000



# www.pharmtech.com

## ESSENTIAL INSIGHTS FOR PHARMA MANUFACTURING

### The New pharmtech.com...Log On!

The redesign of **PharmTech.com**, launched on July 1, 2007, features an easy-to-use navigation with content available by targeted category, keyword search, or by issue. In addition, easy access to columnist features such as *Jim Miller's Outsourcing Outlook*, the new *White Paper e-Library*, online buyers guide, and other site features efficiently provides our viewers with the tools they need. Fresh content supplied by external sources and *Pharmaceutical Technology's* original content, make **PharmTech.com** the most comprehensive and essential insight for R&D, engineering, manufacturing, scientific and a host of other professionals in the pharmaceutical manufacturing industry. It's not an online buyer's guide; it's the online guide to the industry.

### Web Ads in Target Category/Home Page/ Other Site Pages



- Leaderboard . . . .728 x 90
- Banner . . . . .468 x 60
- Skyscraper . . . .160 x 600
- Button . . . . .120 x 60
- Box . . . . .300 x 250 (only available on article pages)

#### Categories Available:

- manufacturing • outsourcing • formulation • ingredients • testing • drug delivery • IT • packaging • regulation

### Whitepaper Lead Generation Program

**PharmTech's** recently launched "*Whitepaper e-Library*" hosts white papers and technical application notes submitted by the industry's leading solution providers. Our audience is always looking for technical information about new and existing products, applications and techniques...this is the ideal place for them. The **Whitepaper e-**



**Library** program serves as a lead generation tool for advertisers as viewers are required to submit basic contact and demographic information in order to receive the whitepaper PDF. See **Whitepaper e-Library** information sheet for full details.



# Pharm Tech TV

## Up Trend in Web Videos

Plug into a powerful, cost effective platform to engage prospective buyers and create deeper brand experiences. Use our unique web video program to show and tell how your products and services solve problems for pharmaceutical development and manufacturing applications.

Viewers who find your web videos useful can forward it to a friend - enabling your message to be easily passed to other prospective buyers and influencers.

It's more than a trendy new medium. Internet users are embracing web videos that entertain or educate them.

According to media industry research, web videos are more than doubling the clickthroughs of static banner ads and significantly increase brand awareness.

## Recommended Programming Style for Pharm Tech TV:

- Short, informative videos of two to three minutes total run time
- A video for each featured product, service and/or category
- Case studies of successful use
- Demonstration of an application
- Unique features & benefits

\*Television-like commercials will probably be less favorably received by the audience.

## Two ways to go:

### 1. PHARM TECH MAKES YOUR WEB VIDEO

- We provide a script template for you to complete
- You record the voice of your topic expert or sales/marketing executive or we can record an "interview" with your speaker with our publisher or our voice talent
- You provide us with your logo, product/service photos and/or video footage
- You provide text and links for the Message Box next to our video player
- We create the video and add intro and closing music
- You choose up to 3 categories where the video will run
- We post and host the web video on Pharm Tech TV

\*You have an option to purchase the video for your marketing efforts

### 2. YOU SUPPLY US WITH YOUR FINISHED READY-FOR-WEB VIDEO

- DVD, MiniDV or BetacamSP format
- You provide text and links for the Message Box next to our video player
- We post and host the web video on Pharm Tech TV



## **Pharm Tech TV Video Page**

- Your web video will be accessible via our search box and in thumbnails organized by category
- When selected, your video can be enlarged to view full screen
- Features forward to a friend
- Code can be cut and paste for use in an industry blog or website

## **We drive traffic to your video:**

- When the video is launched we will display a thumbnail of your video on high traffic pages of our website which, when clicked, will play your video automatically on the Pharm Tech TV video page
- During your campaign, your video will included in our Feature Video Alert emailed to Pharm Tech electronic subscribers
- We will also be promoting Pharm Tech TV in Pharmaceutical Technology magazine and our electronic newsletters

## **Reporting Package:**

- Number of downloads
- Length of average view
- Clickthroughs of text links
- Pageviews Pharm Tech video page
- Benchmarks vs. other web videos



# Whitepaper Lead Generation

## Drive Qualified Leads from *PharmTech's* Whitepaper e-Library

*PharmTech's* whitepaper e-Library is a new feature of *PharmTech's* newly redesigned website, [PharmTech.com](http://PharmTech.com), hosting white papers and technical application notes submitted by the industry's leading solution providers. Our audience is always looking for technical information about new and existing products, applications and techniques. This is the ideal place to find them.

## It's All About Lead Generation

[PharmTech.com](http://PharmTech.com) will invite its audience of readers and site visitors to use the whitepaper e-Library at no charge. In order to download your whitepaper or application note, the viewer must complete a short response form including contact information and demographics. After the whitepaper is sent, you will receive an immediate e-mail notification with the respondent's information. In addition, you will have access to real-time data containing all of leads, via a password-protected website.

## Benefits of *PharmTech's* Whitepaper e-Library

- Hosting of technical whitepapers on *PharmTech's* whitepaper e-Library linked from the site's main navigation
- Newly submitted whitepapers appear on the featured whitepaper section of matching category pages
- Lead generation of prospect contact information and demographics e-mailed in real-time
- Real-time reporting access via a password-protected website

## Whitepaper Submission Guidelines

To submit your whitepaper or technical application note, please send an e-mail to your sales representative.

Please note all submissions must be technical in nature. Posting will be subject to the approval of *PharmTech's* editorial team. Technical paper must be submitted in PDF format with embedded fonts and images. File size may not exceed 1.5MB. Companies are invited to submit up to 5 (max) whitepapers. For more than 5 submissions, please consult with your sales representative.



# e-News letters

## **Pharmaceutical Technology's weekly electronic newsletter, ePT**

Make an impression on more than 33,000 pharmaceutical manufacturing professionals weekly. The **ePT** newsletter delivers critical information on recent contract awards, company mergers acquisitions, and general news of interest to a highly desired community of pharmaceutical manufacturing professionals. In the "People" section, readers can keep abreast of the movements of colleagues. "New Products" provides a quick reference resource for reviewing items and interact and directly click on to the company's Website. The e-newsletter also includes information on upcoming industry events as well as career opportunities both in the US and abroad.

## **PT Sourcing & Management e-Newsletter**

**PT Sourcing and Management Monthly**, *Pharmaceutical Technology's* e-newsletter is the authoritative source on the sourcing and management issues within the pharmaceutical's global supply chain. Deployed to more than 50,000 subscribers each month, **PT Sourcing and Management Monthly** delivers three feature columns and timely insight on: mergers and acquisitions, agreements and contracts, expansions and people notes.

## **Equipment & Processing Report**

**PT Sourcing and Management Monthly**, focuses on pharmaceutical manufacturing processes and technology, providing analysis of manufacturing news, related regulatory issues, and current trends. Deployed to more than 25,000 subscribers each month, **PT Sourcing and Management Monthly** delivers a showcase of processing equipment and reviews, as well as upcoming events.

## **E-Newsletter Advertising Opportunities**

- Banner Positions: . . .468 x 60 (primary, secondary, anchor)
- Skyscraper: . . . . .160 x 600
- Half Skyscraper: . . .120 x 240
- Button: . . . . .120 x 60
- Text Ad Positions: . . .65 words of content including live URL  
(primary, secondary or anchor)



# e-Solution Broadcast

DESKTOP DELIVERY: YOUR MESSAGE TO OUR AUDIENCE

## You provide the message; we deliver it to the right audience.

Your customized HTML and text formatted message including live hyperlinks, company logo, designated image, description and contact information delivered to the industry's most highly desired audience under the brand name of **Pharmaceutical Technology**. Your message will be embedded into **Pharmaceutical Technology's** e-solution template and will deploy to selects you have chosen from our subscriber base.

The **e-Solution Broadcast** is a focused medium that drives our audience to your Website and provides the visibility necessary to turn interest to your company's capabilities.

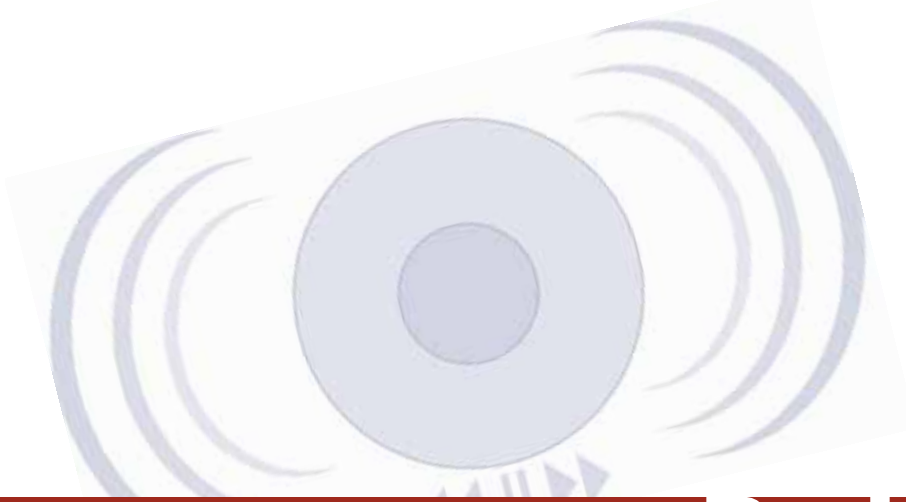
## The e-solution broadcast is ideal for communicating:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online Product Catalog
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

## Offering

- Includes design and execution of e-Solution Broadcast
- One round of edits from sponsor
- Minimum demographic selection of 3,500 subscribers

\*Note: Advertisers opt out link is required to be included in an email.



# Podcasts

**The most highly-trusted information provider introduces a new way to keep clinical trial professionals in “the know”.**

**Pharmaceutical Technology** proudly presents an editorially-driven podcast series designed to keep clinical trial professionals connected to the industry. Via a series of audio pod-casts, we will bring the issues and experts to the forefront in a quick and concise for-mat ensuring that professionals involved with R&D, project management, clinical trial & project management, regulatory affairs, data management and others managing clinical trials spend their time in the most effective manner. Our podcasts can be played on our website or downloaded to any MP3 player or other audio device ensuring our listeners don't miss a beat.

## **Two Sponsorship Options:**

### **Select from our Suggested Topics and Sponsor**

Choose a topic from our podcast topic list that is most relevant to your business solution. It's completely turnkey.

### **Customize Your Sponsorship**

You have the topic; we have the audience! You can invite an editor or a third party to moderate the podcast while your team collaborates to secure the speakers.

## **Benefits and Features of Sponsorship for either Opportunity**

- Recording, production and editing of podcasts and 15-30 second commercial messages
- Print ad promotion
- Podcast e-mail alerts with sponsor logo and company description
- Banner ads on podcast player page
- Links to Podcast page from **PharmTech** homepage, main navigation and e-Newsletters
- Archived on **PharmTech.com** for up to 12 months
- Report of downloads, subscriptions, impressions and clickthroughs

**Editorial-driven podcasts are sure to generate interest and downloads from our viewers and listeners.**

### **Suggested Podcast Topics**

- Quality by Design: Defining Design Space
- Harmonizing Microbial Limits Tests
- Critical Process Parameters in API Synthesis
- Manufacturing and Formulation Development: Strategic Tools for Reducing Time to Market
- Process Considerations for Cell-Based Vaccines
- Identifying Out-of-Trend Results
- PAT Methods for Mixing, Blending, and Drying
- Leading Causes of Form 483 Observations
- Nanoparticle Technologies for Drug Delivery
- Key Issues in Cleaning Validation
- Risk Assessment for Aseptic Processing
- Uncertainty over e-Pedigree: What Should Pharma Companies Do?

This is a suggested list of topics and are subject to change. You may submit your own topic for sponsorship, but it will be subject to the approval of the Editor-in-chief of **Pharmaceutical Technology**.

*Suggested podcast length is 10 minutes maximum.*



# Webcasts

**ACCELERATE YOUR BUSINESS WITH A COMPELLING MARKETING PROGRAM CONDUCTED BY THE EXPERTS**

## Webcast Program

Combining the immediacy and the impact of cutting-edge, interactive, web technologies, Pharmaceutical Technology web-cast program strategically showcases your company as an industry leader. The interactive webcast platform offers a compelling promotional outlet for sponsors that accelerates lead generation and produces results while delivering educational information to our readers and viewers. Each webcast is designed to generate new sales opportunities for participating sponsors by providing an educational forum for viewers to learn about new technologies and services, industry issues and solutions that will enable intuitive buying choices for their companies.

## Webcast Platform

A complete turnkey marketing program that provides a 60 to 70 minute video and/or audio webcast, broadcast live and/or on-demand. Package includes program management, marketing, production and execution by a trained professional staff. The most striking feature of the webcast platform is the lead reporting functionality that allows for customized registrant profiling for successful qualification and following up of leads. Advanstar collaborates with an array of technology partners to ensure that your program is fully-serviced with technology that meets your program's needs. The webcast platform features 12 months of on-demand viewing, a master event CD, live Q&A, real-time polling, post-webcast survey deployment and real-time reporting functionality.

## Content

Advanstar's Pharmaceutical & Science Group is comprised of the market's leading magazines spearheaded by the industry's leading editorial teams. Our successful webcast program is a direct result of the concerted effort to deliver programs that are editorially-driven and appealing to our readers based on our market expertise. As a sponsor, you have the opportunity to collaborate with the editorial team of PharmTech to refine your topic or seek new topics that complement your industry solution. A senior editor from the magazine will be available to moderate the webcast at your request.

## Project Management

The above responsibilities will be managed and executed, in cooperation with the sponsor, by **PharmTech's** webcast team. A webcast team leader will be assigned to oversee the execution of marketing, content and operation project timelines and to keep the sponsor informed on the various event development stages. Preferred lead time for premium marketing results is 90 days prior to live broadcast.



# Webcasts

**TARGET AND ENGAGE AN ACTIVE AND QUALIFIED AUDIENCE**

## Marketing

An aggressive, targeted, integrated marketing campaign leveraging the extensive reach of Advanstar's Pharmaceutical & Science Group successfully formulated to drive your brand's visibility and a qualified audience for your Webcast program. Our Webcast marketing program has been developed through years of trial and error to arrive at a formula that can generate the leads you want to have. The integrated marketing campaign leverages all the media channels and resources across a network of seven global magazines, all of which are market leaders. The campaign features exclusive print ads, e-mails, banner ads on websites and e-newsletters, distribution of print materials at related events, and other creative marketing mediums available to the group.

## Registration Management

A flexible registration process enables profiling and qualification of your leads at the point of entry on a custom registration site. The sponsor will be invited to supply custom demographic questions to supplement the request for the registrant's contact information. Registration reports feature full audit of each attendee's activity both live and on-demand, real-time polling and post-event survey responses all designed to help further lead qualification. As a sponsor you will have unlimited use of the leads database which also may be downloaded into excel format and is conveniently accessible 24/7 beginning when your registration site is posted through close of on-demand viewing.

## Webcast Program

Webcast programs are available in video or audio only format. All Webcast programs are tailored to meet the sponsor's objectives and require a custom proposal.

Additional marketing opportunities that transcend your online event to print are also available with custom proposals upon request.

# Online Rate Card

PHARMTECH.COM WEBSITE ADVERTISING						
	Banner (468 x 60)	Leaderboard (728 x 90)	Skyscraper (160 x 600)	Big Box (336 x 280)	Button (120 x 60)	Keyword Search Single Phrase (3 words maximum)
Home Page/Other Site Sections	\$1,500	\$2,500	\$2,200	\$1500 (on article pages only)	\$600 (run of site)	\$200 (exclusive) \$100 (up to 3 rotations)
Categories Feature 300 x 250 Ad available in Editorial Column	<b>\$995 per category</b> • manufacturing • outsourcing • formulation • ingredients • testing • drug delivery • IT • packaging • regulation <b>3-month minimum run time</b>				NA	NA
Column Sponsorship • Jim Miller's Outsourcing Outlook • Ingredients Insider	<b>\$1,000</b> Button-size ad (120 x 60) button size ad adjacent to column section of home page. All articles within selected column will include a web ad in one of three available standard positions.				468x60, 728x90, 160x600	
<b>TERMS:</b>						
<ul style="list-style-type: none"> <li>Website banner ad rates do not include exclusive positions</li> <li>Rich media and third party server ads accepted</li> <li>Will work with impression targets</li> </ul>						

WEB VIDEOS	3 MONTHS	6 MONTHS	12 MONTHS
<b>Featured Sponsor Video</b> includes one company profile, up to 3 products or service videos	\$6,995	\$9,495	\$15,495
<b>Video Showcase Only</b> Includes up to 3 products or services	\$995	\$1,495	\$2,295
INTERPHEX and AAPS tradeshow video message boards are available seasonally Custom quotes are available for video purchases in other multimedia formats			

E-NEWSLETTERS: e-PharmTech (weekly) e-Sourcing & Management (monthly) Equipment & Processing Report (monthly)			
	Size	1 x Month	Terms
Banner	468x60	\$1,600	<ul style="list-style-type: none"> <li>EPT monthly rates include the 4 weekly issues</li> <li>Sourcing &amp; Management monthly rate includes one issue deployed per month</li> <li>Limit 3 positions (primary, secondary, anchor)</li> <li>Custom packages are available for multiple months' purchase</li> </ul>
Skyscraper	160x600	\$2,000	
Text	65 Words	\$1,600	
Half Skyscraper*	120 x 240	\$2,000	
Button	120x60	\$1,200	

\* Half Skyscraper offered in the Equipment & Processing Report e-newsletter only

E-SOLUTION BROADCAST	RATE
E-mail to Digital Audience	\$3,500 for a targeted audience of 5,000 selects (\$500/additional targeted audience of 1,000)

PODCAST SERIES SPONSORSHIP	
	RATE
Customized Business Topics Turnkey Program	Recorded audio played via website or media player \$8,500 for 4 episode minimum; additional episodes available by custom quote

WEBCAST SPONSORSHIP	
	RATE
Customized Business Topics Turnkey Program	\$25,000 Audio with slides and standard integrated marketing program \$45,000 Video from studio and premier integrated marketing program

WHITEPAPER LEAD GENERATION		
	CHARTER RATE	DURATION
Whitepaper PDF	\$1,495 (maximum of 5 submissions)	6 months
<b>TERMS:</b> Charter rate available through December 31, 2008 • Custom pricing available for more than 5 submissions		

All rates are quoted in net terms



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